



**WPXI**  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 338882

**Schedule Dates** 10/26/12-10/29/12  
**Advertiser** Pol/R Casey/D/US Senate (16759)  
**Agency** Shorr & Associates (2909)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/R CASEY/D/SEN/PA (134170)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** DETTORRE, MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** BOB CASEY :30 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/25/12  
**Last Modified** 10/30/12  
**Entered By** Mary Beth Halas  
**CO-OP** Yes  
**Headline #** 06396615  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,726.25  
**Net Total** \$15,448.75  
**Sales Tax**

**Pittsburgh (WPXI)**

By Broadcast Month	Spots	Rate
Oct. 2012	9	\$10,650.00
Nov. 2012	7	\$7,525.00
<b>Grand Total:</b>	<b>16</b>	<b>\$18,175.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	7A- 8A (EST)						1			1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/25/12
2.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	7A- 8A (EST)		1							1	\$850.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/2	10/25/12
3.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	8A- 9A (EST)					1				1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/3	10/25/12
4.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	8A- 9A (EST)		1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/4	10/25/12
5.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	4P- Judge Judy 4p					1				1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/5	10/25/12
6.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- Judge Judy 4p		1							1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/6	10/25/12
6.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
7.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	4:29P- Judge Judy 430p						1			1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/7	10/25/12
8.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	4:29P- Judge Judy 430p		1							1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/8	10/25/12
8.0.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy coverage	
9.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	5P- 5:30P (EST)						1			1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/9	10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

**Contract # 338882**  
Schedule Dates 10/26/12-10/29/12  
Advertiser Pol/R Casey/D/US Senate (16759)  
Agency Shorr & Associates (2909)  
Product Political - Federal Candidate (1067)  
Brand POL/R CASEY/D/SEN/PA (134170)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name DETTORRE, MICHAEL  
Phone/Fax /  
CPE N/A  
Account Types National/Political  
Billing Type Standard  
Comments BOB CASEY :30 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/25/12  
Last Modified 10/30/12  
Entered By Mary Beth Halas  
CO-OP Yes  
Headline # 06396615  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,726.25  
Net Total \$15,448.75  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Oct. 2012 9 \$10,650.00  
Nov. 2012 7 \$7,525.00  
Grand Total: 16 \$18,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5P-5:30P (EST)	1	1							1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/10	10/25/12
11.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	5:58P-Channel 11 News At 6pm M-F						1			1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/25/12
12.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:58P-Channel 11 News At 6pm M-F	1	1							1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/12	10/25/12
13.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	6P-CHANNEL 11 NEWS							1		1	\$925.00	\$925.00	Pittsburgh (WPXI)	NEWS 6-630P/13	10/25/12
14.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	6:59P- Jeopardy						1			1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/14	10/25/12
15.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6:59P- Jeopardy		1							1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/15	10/25/12
16.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	7:30P- WHEEL OF FORTUNE						1			1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/16	10/25/12
17.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4:30P- 5P (EST)		1							1			Pittsburgh (WPXI-ALTT1)		10/29/12
17.1	Normal Line / Spot	10/29/12-10/29/12	3	:30	4:30P- 5P (EST)		1							1	\$725.00	\$725.00	Pittsburgh (WPXI)		10/30/12
18.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)		1							1			Pittsburgh (WPXI-ALTT1)		10/29/12
18.1	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)		1							1			Pittsburgh (WPXI)		10/30/12
18.1.1	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Order Error/Exception -	
19.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)		1							1			Pittsburgh (WPXI-ALTT1)		10/29/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



**WPXI**  
4145 Evergreen Road  
Pittsburgh, PA 15214

**Shorr & Associates**  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 338882

**Schedule Dates** 10/26/12-10/29/12  
**Advertiser** Pol/R Casey/D/US Senate (16759)  
**Agency** Shorr & Associates (2909)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/R CASEY/D/SEN/PA (134170)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** DETTORRE, MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** BOB CASEY :30 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/25/12  
**Last Modified** 10/30/12  
**Entered By** Mary Beth Halas  
**CO-OP** Yes  
**Headline #** 06396615  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,726.25  
**Net Total** \$15,448.75  
**Sales Tax**

**Pittsburgh (WPXI)**

By Broadcast Month	Spots	Rate
Oct. 2012	9	\$10,650.00
Nov. 2012	7	\$7,525.00
<b>Grand Total:</b>	<b>16</b>	<b>\$18,175.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.1	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P-4:30P (EST)	1								1	\$550.00	\$550.00	Pittsburgh (WPXI)		10/30/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.